

AMENDMENTS TO THE CLAIMS

1. (Currently amended) In a computer system, a method for providing recommendations of items to a user, the method comprising:

evaluating the items in accordance with sets of parameters;

recommending selected items to a user based on the evaluation of the items;

receiving from the user feedback regarding the recommendations; and

adjusting the sets of parameters based on the feedback, wherein a genetic algorithm is utilized for adjusting the sets of parameters.

2. (Original) The method of Claim 1, wherein the feedback from the user is in the form of user ratings of the recommendations.

3. (Original) The method of Claim 1, wherein the evaluation of the items includes determining affinity values for the items.

4. (Canceled)

5. (Original) The method of Claim 1, wherein other items that have been selected by the user as favorites are utilized as references for the evaluation of the items.

6-9. (Canceled)

10. (Currently amended) A computer-readable medium having computer-executable components for providing recommendations to a user, the computer-readable medium comprising:

a recommendation component for providing the recommendations to a user;

a performance component for monitoring the performance of the recommendations; and

a parameter component for adjusting parameters based on the performance of the recommendations, wherein the parameter component utilizes a genetic algorithm.

11. (Canceled)

12. (Currently amended) The computer-readable medium of ~~Claim 11~~ Claim 10, wherein the genetic algorithm executes unworthy parameter sets based on the performance of the recommendations.

13. (Original) The computer-readable medium of Claim 12, wherein the genetic algorithm generates new parameter sets from the surviving population.

14. (Original) The computer-readable medium of Claim 10, further comprising an affinity component for calculating expected affinity values.

15. (Original) The computer-readable medium of Claim 10, further comprising a recommendation table component to which the recommendation component writes the recommendations, the recommendations being loaded for the user from the recommendation table component.

16-19. (Canceled)

20. (Currently amended) A system for providing recommendations to a user, the system comprising:

an affinity predictor for receiving information regarding items and determining affinity values for the items, the affinity values being determined according to sets of parameters, the affinity values being used to provide recommendations to the user; and

a parameter controller for adjusting the sets of parameters in accordance with feedback from the user regarding the recommendations, wherein the parameter controller utilizes a genetic algorithm.

21. (Original) The system of Claim 20, further comprising a performance monitor which harvests recommendation performance information from the user.

22. (Original) The system of Claim 20, further comprising a recommendation factory which selects items that have the highest expected affinity levels as determined by the affinity predictor.

23. (Original) The system of Claim 22, further comprising a recommendation table which the recommendation factory writes the recommendations to, the recommendations being loaded for the user from the recommendation table.

24. (Canceled)

25. (Currently amended) A computer-readable medium having computer-executable components for providing recommendations of items to a user, the computer-readable medium comprising:

an affinity predictor component for determining affinity values for items based on sets of parameters;

a recommendation factory component for providing recommendations to a user;[[and]]

a performance monitor component for monitoring the performance of the recommendations, the performance of the recommendations being used to adjust the sets of parameters; and

a parameter controller component which receives data from the performance monitor regarding the performance of the recommendations, and in response thereto generates sets of parameters for use by the affinity predictor, wherein the parameter controller component utilizes a genetic algorithm.

26-27. (Canceled)

28. (Currently amended) The computer-readable medium of ~~Claim 27~~ Claim 25, wherein the genetic algorithm executes unworthy parameter sets based on the performance of the recommendations.

29. (Original) The computer-readable medium of Claim 28, wherein the genetic algorithm generates new parameter sets from the surviving population.

30. (Currently amended) The computer-readable medium of ~~Claim 27~~ Claim 25, wherein after a sufficient number of iterations the sets of parameters settle toward optimal values.

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31. (Original) The computer-readable medium of Claim 25, further comprising an affinity predictor component for calculating the expected affinity values of items.

32. (Original) The computer-readable medium of Claim 25, further comprising a recommendation table component to which the recommendation factory writes the recommendations.

33. (New) The method of Claim 1, wherein a fitness evaluation stage is utilized during which the fitness of each parameter set is evaluated.

34. (New) The method of Claim 33, wherein the results of the fitness evaluation are further utilized in a mating stage which determines the mating of the parameter sets.

35. (New) The method of Claim 34, wherein when two parameter sets mate, a resulting parameter set contains elements from each of the original parameter sets.

36. (New) The method of Claim 33, wherein the results of the fitness evaluation are further utilized in a survival stage which determines the survival of each of the parameter sets.

37. (New) The method of Claim 36, wherein the number of surviving parameter sets is generally limited to 50 or fewer parameter sets.

38. (New) The method of Claim 1, wherein an initial population of parameter sets is created using known values.

39. (New) The method of Claim 1, wherein an initial population of parameter sets is created through a random process.

40. (New) The method of Claim 1, wherein a mutation stage is utilized during which mutated parameter sets are created.

41. (New) The method of Claim 1, wherein floating point genes are utilized by the genetic algorithm.

42. (New) The method of Claim 1, wherein binary genes are utilized by the genetic algorithm.

43. (New) The system of Claim 20, further comprising a mating component for determining the mating of parameter sets.

44. (New) The system of Claim 20, further comprising an executing component for executing parameter sets that are determined to be undesirable.

45. (New) The system of Claim 20, further comprising a mutating component for creating mutated parameter sets.

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